



October 7, 1996

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All RJR Military Sales Managers  
All Representatives with AAFES

Subject: Army & Air Force Exchange Contract Revisions

**Note to ROU's: Please forward this letter and attachments to all RJR personnel responsible for calling on AAFES Chain ID 0106-00-00.**

Please find attached newly completed revisions to the R.J. Reynolds contract we have with AAFES. These revisions were completed at my request and represent a standardization of all cigarette vendor contracts. Since these changes are being applied to our competitors as well, the "playing field" is now leveled. I believe this works to our advantage in most every situation in the field. The attachment is the official follow-up to the previous communication you received in my letter dated September 9, 1996.

Most everything in this official contract repeats what was in my previous letter with one key addition. RJR carton merchandisers are now approved for placement in AAFES stores and have been added to AAFES' internal merchandising manual. I realize that in certain instances we already enjoy the carton merchandising unit on an unauthorized basis. This approval will now provide you with the opportunity to solicit our vertical carton merchandising recommendation with the knowledge that you can supply fixtures to achieve your objective if that's what it takes. Please keep in mind that supplying a fixture is only an option based on your individual store needs and the approval should not be interpreted as a license to place fixtures in every location. Fixtures should only be placed where we can realize a significant advantage over the competition such as replacing a PM fixture set horizontally with an RJR fixture set vertically.

Thank you for assistance in AAFES. Should you have any questions, please do not hesitate to contact me (Voice Mail 71625).

Sincerely,

Steve Sandman  
Military National Accounts

Attachments

Sales	Retail
1221	1222
1222	1223
1223	1226
1224	1229
1225	ROM
1226	PC
1229	SC
8	MC
	PA
1240	
1244	RSM
	RBM

"We work for smokers."

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